

SEP-15-2008 15:47

LAWSON WEITZEN

RECEIVED  
16174393987  
CENTRAL FAX CENTER

SEP 15 2008

PTO/SB/21 (01-08)

Approved for use through 06/30/2008. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL  
FORM**

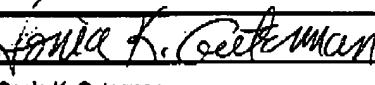
(to be used for all correspondence after initial filing)

		Application Number	09/484,730
		Filing Date	January 18, 2000
		First Named Inventor	Bartfeld
		Art Unit	2611
		Examiner Name	Brown, Reuben M
Total Number of Pages in This Submission	30	Attorney Docket Number	18481-002 (new); 2000-001 (old)

**ENCLOSURES (Check all that apply)**

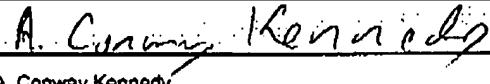
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Reply to Missing Parts/ Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> <input type="checkbox"/> under 37 CFR 1.52 or 1.53		
<b>Remarks</b>		

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name	Lawson & Weitzen, LLP		
Signature			
Printed name	Sonia K. Guleman		
Date	September 15, 2008	Reg. No.	44,729

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents; P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name	A. Conway Kennedy	Date	September 15, 2008

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

09/484,730

Response to 6-16-2008 Office action  
Date of deposit September 15, 2008RECEIVED  
CENTRAL FAX CENTER

SEP 15 2008

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Bartfeld	Docket No.:	18481-002 (new); 2000-001 (old)
Serial Number:	09/484,730	Examiner:	Brown, Reuben M
Filing Date:	January 18, 2000	Art Unit:	2611
Title:	Method and Apparatus for Selecting and Displaying Multi-Media Messages		

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Response

This paper is in response to an Office action mailed June 16, 2008 from the United States Patent and Trademark Office.

As this response is filed on or before September 16, 2008, Applicant believes that no fee for extension of time is due with respect to this response. However please charge any fee that may be due to Deposit Account Number 503344, Ref. No. 02276-001.

Amendments to the specification are found on p. 2.

Amendments to the claims are found beginning on p. 3.

Remarks begin on p. 9.

---

Certificate of Deposit Under 37 C.F.R. § 1.8(a)

Pursuant to 37 C.F.R. §1.8(a), I hereby certify that the attached Response to the Office action is being deposited with the United States Patent and Trademark Office via facsimile to 571-273-8300.

Date: September 15, 2008

  
Signature of person mailing paper